

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1978

	EVENING 7:00-11:00 PM											
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM	
											Regular	Special(3)
HOUSEHOLDS % AVG AUD	15.0	18.8	20.7			16.5	20.6	17.3	17.5	18.0	17.8	18.9
NO. OF PROGRAMS	5	6	16	IFR	IFR	7	14	18	14	28	42	33
												75

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)									Sports			
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud Partic. (1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG AUD	6.9	10.5	5.8	7.0	5.0	5.0	5.0	6.9	6.0	5.7	9.9	IFR	9.0
NO. OF PROGRAMS	4	3	10	14	9	3	15	12	27	34	9		11

1 SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING

2 INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING

(1) PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 17, 1978

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WBA WORLD HVYWT.CHMPNSHIP(S)	37.3	27,790	12	BARNEY MILLER#	25.2	18,770
2	CHARLIE'S ANGELS#	32.5	24,210	13	ROOTS(S)	24.8	18,480
3	THREE'S COMPANY#	31.6	23,540	14	ROOTS(S)	24.6	18,330
4	HAPPY DAYS#	29.3	21,830	15	SOAP#	24.2	18,030
5	ABC SUNDAY NIGHT MOVIE#	28.1	20,930	16	STARSKY AND HUTCH#	23.5	17,510
6	TAXI#	27.4	20,410	17	EIGHT IS ENOUGH	23.3	17,360
7	MORK AND MINDY#	26.4	19,670	18	NFL MONDAY NIGHT FOOTBALL	22.0	16,390
8	ROOTS(S)	26.4	19,670	19	LAVERNE AND SHIRLEY#	21.1	15,720
9	MISS AMERICA PAGEANT(S)	25.9	19,300	20	ONE DAY AT A TIME#	20.4	15,200
10	ROOTS(S)	25.6	19,070	21	FANTASY ISLAND#	20.3	15,120
11	ROOTS(S)	25.5	19,000	22	NBC MONDAY NIGHT MOVIES#	20.1	14,970







[illegible]





M-F	11.00A	30	NBC	QG				B	5.1	25	380	SAT.	8.30A	30	CBS	CA			B	5.4	32	402
ONE LIFE TO LIVE				154	195	195	99	99	A	7.9	30	589	AMERICAN BANDSTAND '78	2	164	159	88	87	A	6.0	24	447
1 TU-F	2.00P	60	ABC	DD					B	7.3	27	544	SAT.	12.30P	60	ABC	PC		B	6.0	24	447
2 M-F	2.00P	60											ANIMALS, ANIMALS, ANIMALS	2	128	128	79	80	A	3.0	13	224
ONE LIFE TO LIVE(B)					104			79	A	5.2	16	387	SUN.	11.30A	30	ABC	CL		B	3.0	13	224
1 MON.	2.00P	60	ABC	DD									ARK II	1				82	A	5.1	22	380
PRICE IS RIGHT 1				164	165	181	86	92	A	4.5	25	335	2 SAT.	1.00P	30	CBS	CL		B	5.1	22	380
1 MTUWF	10.30A	30	CBS	AP					B	5.7	28	425	BAGGY PANTS & THE NITWITS	2	140	148	71	79	A	5.2	21	387
2 M-F	10.30A	30											SAT.	12.30P	30	NBC	CA		B	5.2	21	387
PRICE IS RIGHT 2				171	165	180	86	91	A	5.1	27	380										
1 MTUWF	11.00A	30	CBS	AP					B	6.1	28	454	BUGS BUNNY/ROAD RUNNER 1	2	193	194	99	99	A	6.6	31	492
2 M-F	11.00A	30											SAT.	9.00A	30	CBS	CA		B	6.6	31	492
RYAN'S HOPE				228	184	186	97	97	A	7.3	33	544	BUGS BUNNY/ROAD RUNNER 2	2	193	194	99	99	A	8.2	34	611
1 TU-F	12.30P	30	ABC	DD					B	7.0	28	522	SAT.	9.30A	30	CBS	CA		B	8.2	34	611
2 M-F	12.30P	30											BUGS BUNNY/ROAD RUNNER 3	2	193	194	99	99	A	9.3	36	693
RYAN'S HOPE(B)					103			77	A	4.6	16	343	SAT.	10.00A	30	CBS	CA		B	9.3	36	693
1 MON.	12.30P	30	ABC	DD									CBS NFL FOOTBALL PRE GAME	2	191	197	99	99	A	5.8	26	432
SEARCH FOR TOMORROW				227	170	185	93	97	A	6.6	29	492	SUN.	12.30P	30	CBS	SC		B	5.8	26	432
M-F	12.30P	30	CBS	DD					B	7.1	29	529	CBS NFL FOOTBALL GAME 1	2	204	207	99	99	A	13.0	40	969
TODAY SHOW-7.30AM				229	206	215	97	99	A	4.1	31	305	1 SUN.	1.00P	180	CBS	SE		B	13.0	40	969
M-F	7.30A	30	NBC	N					B	4.2	29	313	2 SUN.	1.00P	162							
TODAY SHOW-8.30AM				230	202	211	97	99	A	3.8	26	283	CBS NFL FOOTBALL GAME 2	1		190		80	A	16.5	37	1229
M-F	8.30A	30	NBC	N					B	4.4	29	328	2 SUN.	5.13P	134	CBS	SE		B	16.5	37	1229
\$20,000 PYRAMID				155	151	163	86	88	A	5.0	22	373	CBS NFL FOOTBALL POST	1		118		52	A	4	4	12
M-F	12.00N	30	ABC	QG					B	5.5	23	410	2 SUN.	3.42P	18	CBS	SC		B	4.4	12	328

2 SAT.	12.30P	30 CBS CA	2	201	201	99	99	B	6.6	27	492	SUN.	12.00N	30 NBC CC				B	3.2	16	238		
GODZILLA POWER HR I								A	4.9	21	365	METRIC MARVELS- 9:27AM						A	4.2	20	313		
SAT.	9.30A	30 NBC CA						B	4.9	21	365	SAT.	9.27A	2 NBC IA	2	195	195	98	98	A	4.2	20	313
GODZILLA POWER HR II								A	6.6	26	492	METRIC MARVELS-10:27AM						B					
SAT.	10.00A	30 NRC CA	2	201	201	99	99	A	6.6	26	492	SAT.	10.27A	2 NBC IA	2	201	201	99	99	A	5.9	23	440
IN THE NEWS- 8:26AM								B	4.1	32	305	METRIC MARVELS-11:57AM						B	5.9	23	440		
SAT.	8.26A	3 CBS N	2	183	188	95	96	A	4.1	32	305	SAT.	11.57A	2 NBC IA	2	195	197	98	98	A	4.7	20	350
IN THE NEWS- 8:56AM								B										B	4.7	20	350		
SAT.	8.56A	3 CBS N	2	183	185	95	95	A	5.7	31	425	NBC MAJOR LEAGUE PRE GAME						A	5.1	20	380		
IN THE NEWS- 9:26AM								B	5.7	31	425	1 SAT.	2.00P	15 NBC SC	19	209	203	99	96	B	5.1	23	380
SAT.	9.26A	3 CBS N	2	193	194	99	99	A	6.8	31	507	2 SAT.	2.00P	14									
IN THE NEWS- 9:56AM								B	6.8	31	507	NBC MAJOR LEAGUE BASEBALL						A	7.6	25	566		
SAT.	9.56A	3 CBS N	2	193	194	99	99	A	8.9	36	663	1 SAT.	2.15P	165 NBC SE	20	209	203	99	96	B	7.5	28	559
IN THE NEWS-10:26AM								B	8.9	36	663	2 SAT.	2.14P	173									
SAT.	10.26A	3 CBS N	2	193	195	99	99	A	9.3	36	693	NCAA FOOTBALL PRE GAME						A	6.2	26	462		
IN THE NEWS-11:26AM								B	9.3	36	693	2 SAT.	1.30P	16 ABC SC	1		209		99	B	6.2	26	462
SAT.	11.26A	3 CBS N	2	191	194	99	99	A	9.4	39	700	NCAA FOOTBALL GAME						A	9.0	30	671		
IN THE NEWS-11:56AM								B	9.4	39	700	2 SAT.	2.02P	169 ABC SE	1		212		99	A	9.0	30	671
SAT.	11.56A	3 CBS N	2	193	194	99	99	A	8.7	36	648	NCAA FOOTBALL POST GAME						B	9.0	30	671		
IN THE NEWS-12:26PM								B	8.7	36	648	2 SAT.	4.51P	9 ABC SC	1		197		97	A	7.1	20	529
2 SAT.	12.26P	3 CBS N	1		184		98	A	6.3	25	469	NFL '78-NBC						B	7.1	20	529		
IN THE NEWS-12:56PM								B	6.3	25	469	SUN.	12.30P	30 NBC SC	2	151	158	87	88	A	3.7	15	276
2 SAT.	12.56P	3 CBS N	1		188		97	A	6.6	27	492	NFL FOOTBALL GAME 1-NBC						B	3.7	15	276		
IN THE NEWS-1:26PM								B	6.6	27	492	1 SUN.	1.00P	200 NBC SE	2	196	210	79	99	A	8.4	26	626
2 SAT.	1.26P	3 CBS N	1		157		83	A	4.7	20	350	2 SUN.	1.00P	168				B	8.4	26	626		
								B	4.7	20	350	NFL FOOTBALL GAME 2-NBC						A	12.6	32	939		
												1 SUN.	4.20P	160 NBC SE	1	215		99		B	12.6	32	939

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1978 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY		START TIME		DUR		NET		TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
WEEKEND DAYTIME CONT'D																																										
NFL FOOTBALL POST-NBC											1			170		91	A	5.6	15	417																						
2 SUN. 3.48P 14 NBC SC																	B	5.6	15	417																						
SCHOOLHOUSE ROCK-8.26AM											2	183	183	94	95	A	4.2	35	313																							
SAT. 8.26A 3 ABC CA																B	4.2	35	313																							
SCHOOLHOUSE ROCK-8.56AM											2	180	185	96	97	A	5.8	34	432																							
SAT. 8.56A 3 ABC CA																B	5.8	34	432																							
SCHOOLHOUSE ROCK-9.56AM											2	191	189	99	99	A	7.3	30	544																							
SAT. 9.56A 3 ABC CA																B	7.3	30	544																							
SCHOOLHOUSE ROCK-11.26AM											2	192	192	99	98	A	6.8	28	507																							
SAT. 11.26A 3 ABC CA																B	6.8	28	507																							
SCHOOLHOUSE ROCK-11.56AM											2	183	184	96	96	A	5.3	26	395																							
SAT. 11.56A 3 ABC CA																B	5.3	26	395																							
SCHOOLHOUSE ROCK-11.55AM											2	129	128	79	80	A	3.0	13	224																							
SUN. 11.55A 4 ABC CA																B	3.0	13	224																							
SCOOPY DOO, WHERE ARE YOU											2	183	183	94	95	A	3.7	34	276																							
SAT. 8.00A 30 ABC CA																B	3.7	34	276																							
SCOOPY'S ALL STARS I											2	192	193	99	99	A	7.2	28	536																							
SAT. 10.00A 30 ABC CA																B	7.2	28	536																							
SCOOPY'S ALL STARS II											2	192	192	99	98	A	7.4	30	551																							

SAT. 10.30A 30 ABC CA										B	7.4	30	551																											
SCOOPY'S ALL STARS III	2					192	192	99	98	A	7.5	31	559																											
SAT. 11.00A 30 ABC CA										B	7.5	31	559																											
SPACE ACADEMY	1						184		98	A	7.1	29	529																											
2 SAT. 12.00N 30 CBS CL										B	7.1	29	529																											
TARZAN AND SUPER SEVEN 1	2					192	194	99	99	A	8.7	35	648																											
SAT. 10.30A 30 CBS CA										B	8.7	35	648																											
TARZAN AND SUPER SEVEN 2	2					192	194	99	99	A	9.0	37	671																											
SAT. 11.00A 30 CBS CA										B	9.0	37	671																											
TARZAN AND SUPER SEVEN 3	2					190	194	99	99	A	8.8	36	656																											
SAT. 11.30A 30 CBS CA										B	8.8	36	656																											
30 MINUTES	1						160		92	A	3.9	16	291																											
2 SAT. 1.30P 30 CBS DN										B	3.9	16	291																											
U.S. OPEN TENNIS-SAT.(S)						178		98		A	4.9	16	365																											
1 SAT. 12.00N 420 CBS SE																																								
U.S. OPEN TENNIS-SUN.(S)						185		99		A	8.7	20	648																											
1 SUN. 4.00P 270 CBS SE																																								
WHAT'S NEW, MISTER MAGOO	1						63		56	A	1.5	11	112																											
2 SUN. 9.00A 30 CBS CA										B	1.5	11	112																											
YOGI'S SPACE RACE I	2					195	195	98	98	A	2.4	23	179																											
SAT. 8.00A 30 NBC CA										B	2.4	23	179																											
YOGI'S SPACE RACE II	2					195	195	98	98	A	3.5	23	261																											
SAT. 8.30A 30 NBC CA										B	3.5	23	261																											
YOGI'S SPACE RACE III	2					195	195	98	98	A	4.1	21	305																											
SAT. 9.00A 30 NBC CA										B	4.1	21	305																											



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. SEP. 4, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>WEEK 1</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					17,730 23.8				29,580 39.7								
AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0				16,460 22.1								
SHARE OF AUDIENCE %					33	17.3*			33*	22.4	23.4*		25.1*		25.1*		23.1*
AVG. AUD. BY ¼ HR. %					16.9	17.7	18.3	18.9	22.4	24.4	25.1	25.1	41*	25.4	42*	23.6	40*
<div>← 36 Most Beautiful Girls in Texas (8:00-9:00PM) →</div> <div>← NFL Monday Night Football "BALTIMORE VS. DALLAS" (9:00-11:35PM)(1) (OP) →</div>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					18,330 24.6						15,420 20.7		14,680 19.7				
AVERAGE AUDIENCE (Households (000) & %)					11,700 15.7						13,930 18.7		10,880 14.6				
SHARE OF AUDIENCE %					28	13.3*			29*	17.5*	28*	30	25	14.8*	25*		14.3*
AVG. AUD. BY ¼ HR. %					12.5	14.1	15.6	16.7	17.8	17.5	18.8	18.7	15.3	14.4	14.4	14.2	
<div>← The Jeffersons (R) → (OP) ← M*A*S*H (R) → Lou Grant (R) →</div>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					17,580 23.6								17,210 23.1				
AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2								13,260 17.8				
SHARE OF AUDIENCE %					24	11.5*			23*	15.3	15.3	16.4	16.7*	17.6*	30*	18.0	18.0*
AVG. AUD. BY ¼ HR. %					10.9	12.1	12.7	13.4	15.3	15.3	16.4	17.0	17.4	17.8	18.0	18.0	18.0
<div>← Little House On The Prairie (R) (OP) → Quincy, M.E. (R) (R) →</div>																	

<b>WEEK 2</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					16,910 22.7				27,790 37.3								
AVERAGE AUDIENCE (Households (000) & %)					13,190 17.7				16,240 21.8								
SHARE OF AUDIENCE %					31	16.8*			31*	19.8*			22.4*		23.3*		22.0*
AVG. AUD. BY ¼ HR. %					15.8	17.7	18.6	18.7	19.5	20.1	22.0	22.7	35*	23.4	37*	22.0	36*
<div>← Welcome Back, Kotter → (OP) ← NFL Monday Night Football "DENVER VS. MINNESOTA" (9:00-11:54PM)(1) →</div>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					10,730 14.4		10,430 14.0		17,810 23.9		17,210 23.1		16,090 21.6				
AVERAGE AUDIENCE (Households (000) & %)					9,010 12.1		9,540 12.8		15,120 20.3		15,200 20.4		12,890 17.3				
SHARE OF AUDIENCE %					21		20		31		31		29		17.9*		16.7*
AVG. AUD. BY ¼ HR. %					11.8	12.4	12.5	13.1	19.3	21.3	20.2	20.6	18.2	17.5	29*	16.8	29*
<div>← The Jeffersons (R) → Good Times (R) (OP) ← M*A*S*H (R) → One Day at a Time (R) → Lou Grant (R) →</div>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					20,410 27.4				22,950 30.8								
AVERAGE AUDIENCE (Households (000) & %)					16,020 21.5				14,970 20.1								
SHARE OF AUDIENCE %					35	19.3*			37*	20.3*			20.0*		20.6*		19.6*
AVG. AUD. BY ¼ HR. %					18.1	20.5	22.8	24.7	20.2	20.5	20.1	20.7	30*	20.5	33*	20.1	34*
<div>← Little House On The Prairie → (OP) ← NBC Monday Night Movies "THE CRITICAL LIST" Pt. I (9:00-11:00PM) →</div>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	43.2	44.0	45.7	47.9	50.3	52.6	55.3	58.4	61.0	62.7	63.5	62.9	59.8	58.6	56.8	54.9	
<b>(See Def. 1) WK 2</b>	49.3	50.4	50.0	52.2	56.5	60.3	62.4	65.4	65.7	66.5	66.1	66.2	63.8	61.5	59.2	57.0	

U.S. TV Households: 74,500,000

P. Multi-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. SEP. 5, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																		
W E K 1	TOTAL AUDIENCE (Households (000) & %)					21,080 28.3						24,440 32.8																									
	ABC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					15,720 21.1						18,330 24.6																									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18.5			19.6* 37 *			22.6* 39 *			23.1* 37 *			25.2* 38 *			25.4* 38 *			24.6* 39 *													
		Laverne and Shirley (OP) Roots (9:00-11:00PM)(R)																																			
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,740 17.1						19,440 26.1																									
	CBS TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8						13,110 17.6																									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12.3			12.3* 23 *			13.3* 23 *			16.9* 27 *			18.1* 27 *			18.0* 27 *			17.3* 28 *													
		Spider-Man (8:00-9:00PM) CBS Tuesday Night Movies "HAPPILY EVER AFTER" (9:00-11:00PM)																																			
NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,070 25.6																															
	NBC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					10,500 14.1																															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12.3			12.3* 23 *			12.9* 22 *			14.0* 22 *			15.2* 23 *			15.4* 23 *			15.0* 24 *													
		(OP) Big Event "LITTLE MO" (8:00-11:00PM)																																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)					26,450 35.5						26,000 34.9			22,720 30.5			21,530 28.9																			
	ABC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					21,830 29.3						23,540 31.6			20,410 27.4			17,510 23.5																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25.4			27.4* 47 *			31.3* 50 *			32.0 42			26.9 39			23.6* 38 *			23.4* 40 *													
		Happy Days Three's Company Taxi (OP) Starsky & Hutch																																			
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,190 17.7						17,360 23.3																									
	CBS TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					9,460 12.7						12,290 16.5																									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12.2			12.7			12.9			12.8			13.9			14.9			16.4			17.3			18.3			17.9			17.1	
		Spider-Man (8:00-9:00PM) CBS Tuesday Night Movies "HONDO" (9:00-10:45PM) (I)																																			
NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0						16,240 21.8																									
	NBC TV																																				
	AVERAGE AUDIENCE (Households (000) & %)					7,600 10.2						10,360 13.9																									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9.4			9.5* 16 *			10.9* 17 *			13.1* 20 *			14.2* 22 *			13.8* 22 *			14.3* 24 *													
		Canine Hall of Fame (8:00-9:00PM) Big Event "THE CRITICAL LIST" Pt. II (9:00-11:00PM)																																			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		43.8	45.7	47.7	50.4	51.7	54.2	56.6	58.9	61.5	63.5	65.8	67.5	67.0	65.7	63.7	61.1	56.2																			
WK 2		47.9	48.8	50.0	52.3	56.1	59.6	62.3	63.2	65.0	66.2	65.1	64.3	62.8	61.9	60.8	56.2																				

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. SEP. 12, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		45.3	47.7	47.7	49.3	50.6	51.7	53.3	55.2	58.9	61.4	61.5	62.5	63.0	62.0	61.1	59.1	
(See Def. 1)		47.6	48.4	49.0	52.9	56.1	57.6	59.8	60.7	61.8	62.7	62.6	61.8	59.6	58.9	57.8	55.0	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. SEP. 7, 1978

		TIME																		
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E K 3	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E K 4	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E K 5	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W E K 6	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. SEP. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						19,670 26.4						24,210 32.5					
	ABC TV						Happy Days (8:00-9:00PM)(R)					Roots (9:00-11:00PM)(R)						
	AVERAGE AUDIENCE (Households (000) & %)						14,450 19.4	18.0*		20.8*	24.8	23.6*		24.1*		25.1*		26.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						40 16.7	39 *	19.7	41 *	43	42 *		41 *		43 *		45 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,920 16.0						12,440 16.7					
	CBS TV						Wonder Woman (R)					CBS Friday Night Movie "SOMETHING FOR JCELY" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						8,270 11.1	10.2*		11.9*	11.3	10.3*		10.7*		11.6*		12.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 10.2	22 *	11.8	23 *	19	18 *		18 *		20 *		21 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)						9,610 12.9						17,210 23.1					
	NBC TV						Bay City Rollers Meet the Saturday Superstars (8:00-9:00PM)					Eddie Capra Mysteries (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						5,810 7.8	7.7*		7.8*	15.9	15.3*		16.3*		15.8*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.2	17 *	7.5	15 *	27	27 *		28 *		27 *		27 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)						43,960 59.0											
	ABC TV						WBA World Heavyweight Championship (8:00-11:41PM)(1)											
	AVERAGE AUDIENCE (Households (000) & %)						27,790 37.3	21.8*		27.1*		31.3*		37.0*		42.5*		47.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						61 19.9	42 *	26.1	48 *		51 *		58 *		65 *		72 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)						13,410 18.0						16,540 22.2					
	CBS TV						Incredible Hulk (R)					CBS Friday Night Movie "GRAND THEFT AUTO" (9:00-10:45PM)						
	AVERAGE AUDIENCE (Households (000) & %)						9,090 12.2	11.2*		13.2*	14.3	13.5*		15.5*		14.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 10.5	20 *	12.5	23 *	23	22 *		25 *		22 *		
W E K 6	TOTAL AUDIENCE (Households (000) & %)						15,500 20.8						10,950 14.7					
	NBC TV						Friday Movie of the Week "STARSHIP INVASIONS" (8:00-9:30PM)					Quincy, M.E. (R)						
	AVERAGE AUDIENCE (Households (000) & %)						9,010 12.1	11.0*		12.4*		12.7*	9.2	8.9*		9.3*		9.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.1	20 *	11.5	21 *		21 *	15	14 *		15 *		15 *
TV HOUSEHOLDS USING TV WK		42.4	43.8	43.9	44.9	45.8	47.4	49.8	52.1	55.5	56.8	57.8	58.3	58.7	58.7	59.4	58.5	
(See Def. 1)		46.6	49.1	51.0	52.3	54.1	56.5	57.1	59.4	60.7	61.1	62.3	63.6	64.0	63.6	63.3	61.6	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-11

(1) FOR REMAINING RATINGS, SEE OP PAGES.  
(2) PROMO FILL, CBS, (10:45-11:00PM)(SUS.).

EVE. FRI. SEP. 15, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 9, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)												9,310 12.5	14,600 19.6						
	ABC TV												NCAA Football Game "U.C.L.A. VS. WASHINGTON (6:00-8:53PM)(1)"		(2)	Love Boat (R)		(OP)		
	AVERAGE AUDIENCE (Households (000) & %)												6,850 9.2	11,180 15.0	14.2*	15.7*				
	SHARE OF AUDIENCE %												19	28	27 *	29 *				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		13.5	12.1	11.1	11.3	10.8	10.7	10.3	9.2	13.3	15.0	15.5	16.0						
	CBS TV												Paper Chase (8:00-9:00PM)		(OP)	CBS Saturday Night Movie "MAGNUM FORCE" (9:00-11:24PM)(1)(R)				
	AVERAGE AUDIENCE (Households (000) & %)												10,130 13.6	13.3*	13.9*	17.3	14.3*	16.8*	18.1*	18.8*
	SHARE OF AUDIENCE %												28	28 *	32	32 *	31 *	32 *	34 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)												21,310 28.6						29,060 39.0	
	NBC TV												US Against the World II (8:00-10:00PM)(OP)		Miss America Pageant (10:00-12:00AM)(1)					
	AVERAGE AUDIENCE (Households (000) & %)												12,140 16.3	13.9*	16.5*	17.7*	17.1*	19,300 25.9	23.9*	25.6*
	SHARE OF AUDIENCE %												32	29 *	33 *	34 *	32 *	50	43 *	46 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)												24,210 32.5						17,810 23.9	
	ABC TV												Love Boat		(OP)	Fantasy Island				
	AVERAGE AUDIENCE (Households (000) & %)												15,790 21.2	17.6*	20.3*	23.2*	23.6*	15,120 20.3	20.9*	19.8*
	SHARE OF AUDIENCE %												39	35 *	37 *	42 *	41 *	36	37 *	36 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)												12,890 17.3						13,780 18.5	
	CBS TV												Good Times		(OP)	CBS Saturday Night Movie "THE ISLANDER" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)												9,910 13.3	12.8*	13.8*	12.4	12.5*	12,240 12.4	12.5*	12.4*
	SHARE OF AUDIENCE %												26	26 *	25 *	22	22 *	21 *	22 *	22 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)												13,710 18.4						18,030 24.2	
	NBC TV												Chips		(OP)	NBC Saturday Night at the Movies "KING KONG" Pt. 1 (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)												10,210 13.7	12.9*	14.4*	16.6	15.7*	12,370 16.6	17.8*	19.0*
	SHARE OF AUDIENCE %												26	26 *	27 *	30	27 *	30	32 *	34 *
TV HOUSEHOLDS USING TV WK 1		(See Def. 1)	38.6	39.9	41.7	44.0	46.6	49.3	49.5	50.1	51.6	53.5	53.8	54.6	55.8	56.3	55.8	55.1		
TV HOUSEHOLDS USING TV WK 2		(See Def. 1)	41.0	42.8	43.8	45.7	48.7	51.2	53.6	54.9	54.9	56.3	57.1	57.3	56.3	56.5	55.9	55.3		

U.S. TV Households: 73,500,000

\* Half-hour entries (See insert for details)

U.S. TV Households: 74,500,000

A-13

(1) FOR REMAINING RATINGS, SEE OP PAGES

(2) "NCAA FOOTBALL POST", ABC, (9:53-9:00PM)(5).

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. SEP. 16, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. SEP. 10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	14,450 19.4				29,130 39.1												
AVERAGE AUDIENCE (Households (000) & %)	9,310				19,670												
SHARE OF AUDIENCE %	12.5	11.2*		13.7*	26.4	21.7*			25.1*		26.7*		28.1*		29.3*		28.2*
AVG. AUD. BY 1/4 HR. %	11.0	11.5	12.7	14.6	20.8	22.5	24.7	25.5	26.4	27.1	27.9	28.3	29.0	29.6	29.7	24.4	
<div>20/20 (8)</div> <div>(OP)</div> <div>Roots (8:00-10:51PM)(R)</div> <div>(1)</div>																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					13,780 18.5						8,720 11.7		16,390 22.0				
AVERAGE AUDIENCE (Households (000) & %)					9,390						7,670		13,190				
SHARE OF AUDIENCE %		9.3*		10.4*	10.1*	12.6	11.2*		14.1*	10.3			17.7	17.3*		18.0*	
AVG. AUD. BY 1/4 HR. %	8.8	9.9	10.3	10.4	10.3	9.9	10.8	11.5	13.8	14.3	9.8	10.8	17.1	17.6	17.7	18.3	
<div>U.S. Open Tennis (4:00-8:30PM)</div> <div>(OP)</div> <div>60 Minutes</div> <div>Alice (R)</div> <div>Kaz</div>																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	21,830 29.3				25,180 33.8								13,410 18.0				
AVERAGE AUDIENCE (Households (000) & %)	14,900				17,280								8,720				
SHARE OF AUDIENCE %	20.0	18.1*		21.9*	23.2	22.0*			23.8*		23.3*		23.7*	11.7	12.8*		10.6*
AVG. AUD. BY 1/4 HR. %	16.4	19.9	21.1	22.6	21.8	22.3	23.3	24.3	23.5	23.1	24.3	23.1	13.3	12.2	10.7	10.4	
<div>Wonderful World of Disney "DONALD DUCK QUACKS UP" (R)</div> <div>Big Event "SWORD OF JUSTICE" (8:00-10:00PM) (OP)</div> <div>Weekend (10:00-11:00PM)</div>																	
<b>1</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	14,160 19.0				33,230 44.6												
AVERAGE AUDIENCE (Households (000) & %)	8,720				20,930												
SHARE OF AUDIENCE %	11.7	10.7*		12.8*	28.1	25.8*			28.6*		29.8*		29.1*		28.1*		
AVG. AUD. BY 1/4 HR. %	10.0	11.3	11.8	13.8	24.3	27.2	28.5	28.7	29.6	29.9	29.0	29.1	28.4	27.9	41*		
<div>Lassie-The New Beginning Part I (7:00-8:00PM)</div> <div>(OP)</div> <div>ABC Sunday Night Movie "BATTLESTAR GALACTICA" (8:00-10:30PM)(11:05-11:30PM)</div> <div>ABC Special Report (10:29-11:01PM)(SUS.)</div>																	
<b>W</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	22,420 30.1				28,760 38.6												
AVERAGE AUDIENCE (Households (000) & %)	15,420				13,630												
SHARE OF AUDIENCE %	20.7			22.7*	18.3	18.9*			22.1*		23.6*		22.1*				
AVG. AUD. BY 1/4 HR. %	18.3	21.1	22.8	22.6	18.8	18.4	18.5	19.4	21.7	22.6	23.5	23.7	22.8	21.4	33*		
<div>CBS NFL - Football Game 2 (4:00-7:27PM)(2)</div> <div>60 Minutes (7:27-8:27PM)(2)</div> <div>(OP)</div> <div>Emmy Awards (8:27-10:30PM) (11:03-12:34AM)</div> <div>CBS News Special Report (10:30-11:03PM)(SUS.)</div>																	
<b>E</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	22,200 29.8								19,440 26.1								
AVERAGE AUDIENCE (Households (000) & %)	11,550								11,180								
SHARE OF AUDIENCE %	15.5	14.1*		15.4*	15.6*	16.7*	15.0	14.7*	16.3*		16.5*		16.5*				
AVG. AUD. BY 1/4 HR. %	12.9	15.4	15.2	15.5	15.2	16.0	16.8	16.6	14.3	15.2	15.9	16.6	16.7	16.2	25*		
<div>Wonderful World of Disney "DUMBO"</div> <div>(OP)</div> <div>Big Event "KING KONG" Pt. II (9:00-10:29PM)(11:05-11:36PM)</div> <div>Carter - Camp David (10:29-11:05PM)(SUS.)</div>																	
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV</b>																	
WK 1	47.5	49.8	52.7	55.7	58.2	60.1	61.9	63.4	65.2	65.7	65.0	64.7	61.2	61.2	59.6	52.1	
WK 2	51.5	54.2	56.4	58.5	62.0	64.5	65.7	67.0	67.2	68.8	69.4	70.1	68.9	67.3	65.6	63.8	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-15 a VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) PROMO FILL, ABC, (10:51-11:00PM)(SUS.). (2) FOR REMAINING RATINGS, SEE OF PAGES.

EVE. SUN. SEP. 17, 1978

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)	5,440 7.3 ABC Weekend Report- Sunday																	
		AVERAGE AUDIENCE (Households (000) & %)	5,290 7.1																	
		SHARE OF AUDIENCE %	17																	
		AVG. AUD. BY ¼ HR. %	7.1																	
1	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)	5,510 7.4 CBS Sunday News- Bradley																	
		AVERAGE AUDIENCE (Households (000) & %)	5,220 7.0																	
		SHARE OF AUDIENCE %	16																	
		AVG. AUD. BY ¼ HR. %	7.0																	
1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)	2,530 3.4 NBC Late Night Movie																	
		AVERAGE AUDIENCE (Households (000) & %)	1,120 1.5 2.3*																	
		SHARE OF AUDIENCE %	8 9*																	
		AVG. AUD. BY ¼ HR. %	2.5 2.1																	
W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6 ABC Weekend Report- Sunday																	
		AVERAGE AUDIENCE (Households (000) & %)	4,690 6.3																	
		SHARE OF AUDIENCE %	26.8* 45*																	
		AVG. AUD. BY ¼ HR. %	27.9 26.1																	
E E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)	2,090 2.8 CBS Sunday News- Bradley																	
		AVERAGE AUDIENCE (Households (000) & %)	1,940 2.6																	
		SHARE OF AUDIENCE %	17.6* 30*																	
		AVG. AUD. BY ¼ HR. %	18.1 17.2																	
2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)	2,530 3.4 NBC Late Night Movie																	
		AVERAGE AUDIENCE (Households (000) & %)	1,640 2.2																	
		SHARE OF AUDIENCE %	13.4* 24*																	
		AVG. AUD. BY ¼ HR. %	13.0 13.6																	
<b>TV HOUSEHOLDS USING TV</b>			<b>WK 1</b>	44.5	37.9	29.6	24.3	21.1	18.9	16.1	33.7	28.9	24.7	21.8	18.8	16.4	14.2	12.8	11.4	
			<b>WK 2</b>	58.2	54.1	39.7	33.5	26.6	22.2	17.8	36.0	31.1	27.3	23.4	19.6	16.6	13.9	12.4	11.0	

A-17

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAGES (ALPHA). (2) "NEWS SPECIAL-CAMP DAVID", ABC, (10:29-11:01PM), CBS, (10:30-11:03PM), NBC, (10:29-11:05PM)(SUS.). (3) FOR REMAINING RATINGS, SEE OP PAGES.

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W K 1	<b>ABC TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 2,460 3.3</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,280 4.4</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>Good Morning, America (Co-op) (Participating) (Co-op) (Participating)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>1,790 2.4 21 2.3</div> <div>2,610 3.5 23 3.5</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>2.5</div> <div>3.5</div> <div>3.5</div>																	
E K 2	<b>CBS TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 2,160 2.9</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 2,980 4.0</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,130 4.2</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,730 5.0</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>CBS Morning News (Co-op) (Participating)</div> <div>Captain Kangaroo (Co-op) (Participating)</div> <div>All In The Family MTUWF (S)(OP)</div> <div>Price is Right 1 MTUWF (S)(OP)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>1,340 1.8 17 1.9</div> <div>1,790 2.4 16 1.9</div> <div>2,460 3.3 19 3.0</div> <div>3,050 4.1 21 4.0</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>1.7* 15* 1.6</div> <div>2.0* 14* 2.1</div> <div>2.7* 17* 2.9</div> <div>3.6 21 3.9</div> <div>4.2</div>																	
E K 2	<b>NBC TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 3,730 5.0</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,200 4.3</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,280 4.4</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 4,170 5.6</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>Today Show (Co-op) (Participating) (Co-op) (Participating)</div> <div>Card Sharks (1)</div> <div>Hollywood Squares (1)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>2,910 3.9 30 3.9</div> <div>2,530 3.4 24 3.5</div> <div>2,680 3.6 21 3.3</div> <div>3,430 4.6 25 4.5</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>3.8</div> <div>3.3</div> <div>3.9</div> <div>4.7</div>																	
W K 2	<b>ABC TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 3,050 4.1</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,430 4.6</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>Good Morning, America (Co-op) (Participating) (Co-op) (Participating)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>2,380 3.2 25 2.9</div> <div>2,910 3.9 25 3.8</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>3.3</div> <div>3.9</div> <div>3.9</div>																	
E K 2	<b>CBS TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 2,090 2.8</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,200 4.3</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,500 4.7</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 4,320 5.8</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>CBS Morning News (Co-op) (Participating)</div> <div>Captain Kangaroo (Co-op) (Participating)</div> <div>All In The Family MTUWF (S)(OP)</div> <div>Price is Right 1 MTUWF (S)(OP)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>1,340 1.8 15 1.7</div> <div>1,940 2.6 17 2.0</div> <div>2,910 3.9 23 3.5</div> <div>3,650 4.9 28 4.7</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>1.8* 14* 1.8</div> <div>2.2* 15* 2.3</div> <div>3.0* 20* 3.1</div> <div>4.2 24 4.0</div> <div>5.0</div>																	
E K 2	<b>NBC TV</b>	<div>TOTAL AUDIENCE (Households (000) &amp; %) 3,800 5.1</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,800 5.1</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,130 4.2</div> <div>TOTAL AUDIENCE (Households (000) &amp; %) 3,580 4.8</div>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	<div>Today Show (Co-op) (Participating) (Co-op) (Participating)</div> <div>Card Sharks (1)</div> <div>Hollywood Squares (1)</div>																	
	<b>SHARE OF AUDIENCE %</b>	<div>3,200 4.3 31 4.3</div> <div>3,050 4.1 28 3.9</div> <div>2,680 3.6 21 3.5</div> <div>3,130 4.2 24 4.0</div>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>	<div>4.1</div> <div>4.2</div> <div>3.6</div> <div>4.4</div>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>		5.7	7.5	8.8	9.8	11.6	13.2	13.9	14.7	15.8	16.8	17.5	17.8	17.6	18.8	19.2	19.5	19.5	
<b>(See Def. 1) WK 2</b>		6.3	8.2	9.8	11.0	12.3	13.7	14.2	14.9	15.3	16.1	16.5	16.6	16.4	17.2	17.3	17.7	17.7	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		5,890 7.9		4,250 5.7		6,560 8.8		8,420 11.3				7,380 9.9					
	ABC TV	Happy Days TU-F (1)		Family Feud		\$20,000 Pyramid		Ryan's Hope TU-F (1)		All My Children (2)(SHOP)				One Life to Live TU-F (1)					
	AVERAGE AUDIENCE (Households (000) & %)	4,170 5.6		5,140 6.9		3,580 4.8		5,660 7.6		6,410 8.6		8.8*		5,740 7.7		7.9*		7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	31 5.6		31 5.8		20 6.5		33 7.2		33 7.4		35 * 9.1		31 * 8.2		28 * 7.6		30 * 7.8	
1	TOTAL AUDIENCE (Households (000) & %)	4,250 5.7		4,620 6.2		6,330 8.5		5,590 7.5				7,600 10.2				7,230 9.7			
	CBS TV	Price is Right 2 MTUWF (5)(OP)		Love Of Life (OP)		Young & the Restless TU-F (1)		Search for Tomorrow		Special (OP)		As The World Turns 1-F (5)(OP)				Guiding Light TU-F (5)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		3,870 5.2		5,740 7.7		4,920 6.6				5,660 7.6		7.2*		5,290 7.1		7.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	23 4.4		23 5.0		34 5.0		28 5.4		6.6		29 6.8		28 * 7.3		31 * 8.0		28 * 7.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	4,100 5.5		4,770 6.4		3,500 4.7				2,530 3.4		6,260 8.4				4,840 6.5			
	NBC TV	New High Rollers		Wheel of Fortune (3)		America Alive (3)				For Richer, For Poorer		Days Of Our Lives				The Doctors (3)			
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		4,100 5.5		2,010 2.7		3.0*		2.9		4,620 6.2		5.7*		4,540 6.1		6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	24 4.5		25 4.9		11 5.5		13 * 5.5		10 * 2.2		23 5.5		21 * 6.1		24 * 6.6		22 6.1	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,250 5.7		6,410 8.6		4,540 6.1		6,260 8.4		8,640 11.6				7,750 10.4					
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (2)				One Life to Live					
	AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		5,660 7.6		3,870 5.2		5,290 7.1		6,630 8.9		8.9*		6,110 8.2		8.6*		8.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	27 4.6		37 5.3		24 7.3		33 7.9		37 8.6		39 * 9.2		31 9.1		30 * 8.8		33 * 8.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		4,620 6.2		5,960 8.0		5,660 7.6				7,450 10.0				6,780 9.1			
	CBS TV	Price is Right 2		Love Of Life (OP)		Young & the Restless TU-F (1)		Search for Tomorrow				As The World Turns 1-F (5)(OP)				Guiding Light TU-F (5)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	4,100 5.5		3,950 5.3		5,290 7.1		4,990 6.7				5,510 7.4		7.0*		5,140 6.9		6.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	30 5.3		26 5.7		33 5.2		31 5.5		6.7		29 6.7		28 * 7.3		30 * 7.7		26 * 6.9	
2	TOTAL AUDIENCE (Households (000) & %)	3,950 5.3		4,400 5.9		3,580 4.8				1,710 2.3		5,740 7.7				4,920 6.6			
	NBC TV	New High Rollers		Wheel of Fortune (3)		America Alive (3)				For Richer, For Poorer		Days Of Our Lives				The Doctors (3)			
	AVERAGE AUDIENCE (Households (000) & %)	3,430 4.6		3,730 5.0		2,010 2.7		3.2*		2.3*		4,320 5.8		5.3*		4,470 6.0		6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 4.5		25 4.7		12 5.0		15 * 5.1		11 * 2.2		23 2.0		21 * 5.7		24 * 6.1		23 6.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		19.8	20.8	21.8	22.7	23.5	24.5	24.2	24.7	25.2	25.8	26.3	27.0	27.0	27.3	27.3	27.8		
WK 2		18.0	19.0	20.0	20.9	21.5	22.4	22.3	22.9	23.1	23.8	24.4	25.4	25.5	26.0	26.0	26.9		

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-21

(1) MONDAY IS A BREAKOUT, FOR RATINGS, SEE OF PAGES.

(2) "ABC NEWSBRIEF", (SUS.).

(3) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. SEP. 11-15, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W E K  1	<b>ABC TV</b>																			
	TOTAL AUDIENCE (Households (000) & %)		7,380 9.9				4,990 6.7										7,300 9.8			
					General Hospital (S)(OP)		Edge of Night (S)(OP)										ABC World News Tonight			
	AVERAGE AUDIENCE (Households (000) & %)		5,740				4,400										6,330			
	SHARE OF AUDIENCE %		7.7		7.5*		7.8*		5.9								8.5			
AVG. AUD. BY 1/4 HR. %		2.6		2.6 *		2.6 *		1.9								2.0				
		7.4		7.7		7.8		8.0		5.9						8.2		8.7		
<b>CBS TV</b>																				
TOTAL AUDIENCE (Households (000) & %)				5,440 7.3		4,690 6.3												9,160 12.3		
		Guiding Light TU-F (S)(OP)		M*A*S*H TU-F (S)(OP)		Match Game '78 TU-F (S)(OP)				Special (OP)		Special (OP)						CBS Evening News with Walter Cronkite		
AVERAGE AUDIENCE (Households (000) & %)				4,540		3,800												8,050		
SHARE OF AUDIENCE %				7.0*		6.1		5.1										10.8		
AVG. AUD. BY 1/4 HR. %				2.5 *		2.1		1.7										2.6		
		7.1		6.9		6.0		6.3		4.8		5.4						10.9		10.8
<b>NBC TV</b>																				
TOTAL AUDIENCE (Households (000) & %)		7,000 9.4																9,390 12.6		
				Another World (1)														NBC Nightly News		
AVERAGE AUDIENCE (Households (000) & %)		5,360																8,120		
SHARE OF AUDIENCE %		7.2		6.9*		7.5*												10.9		
AVG. AUD. BY 1/4 HR. %		2.5		2.4 *		2.5 *												2.5		
		6.7		7.2		7.6		7.5										10.6		11.1

	TOTAL AUDIENCE (Households (000) & %)		8,120 10.9		5,220 7.0		8,420 11.3	
	ABC TV		General Hospital		Edge of Night		ABC World News Tonight	
	AVERAGE AUDIENCE (Households (000) & %)		6,330 8.5		4,540 6.1		7,230 9.7	
	SHARE OF AUDIENCE %		30		20		21	
	AVG. AUD. BY 1/4 HR. %		8.3		6.2		9.5	
W			8.4*		8.7*		9.9	
			30 *		30 *			
			8.6		6.0			
E	TOTAL AUDIENCE (Households (000) & %)		5,810 7.8		4,400 5.9		10,060 13.5	
E	CBS TV		Guiding Light		M*A*S*H		CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)		4,920 6.6		3,650 4.9		8,490 11.4	
	SHARE OF AUDIENCE %		24 *		16		25	
	AVG. AUD. BY 1/4 HR. %		6.9		4.7		11.2	
			6.7		5.1		11.7	
K			6.2					
			6.9					
2	TOTAL AUDIENCE (Households (000) & %)		7,450 10.0				9,830 13.2	
	NBC TV		Another World (1)				NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)		5,660 7.6				8,570 11.5	
	SHARE OF AUDIENCE %		27		28 *		25	
	AVG. AUD. BY 1/4 HR. %		6.9		8.0		11.1	
			7.3		8.1		11.8	

<b>TV HOUSEHOLDS USING TV</b>	<b>WK 1</b>	28.4	29.4	29.2	30.4	30.2	31.5	31.9	33.2	34.1	35.2	36.3	38.3	40.7	42.0	42.7	43.2
(See Def. 1)	<b>WK 2</b>	27.4	28.5	29.0	30.5	30.6	32.0	32.6	34.1	35.2	36.2	37.7	39.9	42.9	44.3	45.3	47.1

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,650 4.9		4,770 6.4		6,330 8.5		7,380 9.9		6,030 8.1		6,110 8.2		
AVERAGE AUDIENCE (Households (000) & %)					2,680 3.6		3,870 5.2		5,290 7.1		6,110 8.2		5,070 6.8		4,990 6.7		
SHARE OF AUDIENCE %					37		35		37		37		28		28		
AVG. AUD. BY ¼ HR. %					3.2	4.1	4.8	5.5	6.5	7.6	8.3	8.0	6.6	7.0	6.9	6.6	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					2,910 3.9		5,070 6.8		5,360 7.2		6,630 8.9		7,750 10.4		7,000 9.4		
AVERAGE AUDIENCE (Households (000) & %)					2,010 2.7		3,580 4.8		4,540 6.1		5,740 7.7		6,930 9.3		5,890 7.9		
SHARE OF AUDIENCE %					25		31		31		33		33		33		
AVG. AUD. BY ¼ HR. %					2.1	3.3	4.1	5.4	5.6	6.5	7.2	8.2	9.2	9.3	8.6	7.3	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					1,710 2.3		3,200 4.3		4,170 5.6		4,770 6.4		6,030 8.1		6,110 8.2		
AVERAGE AUDIENCE (Households (000) & %)					1,340 1.8		2,530 3.4		3,050 4.1		3,870 5.2		5,290 7.1		5,140 6.9		
SHARE OF AUDIENCE %					19		24		22		24		30		29		
AVG. AUD. BY ¼ HR. %					1.9	1.8	3.2	3.6	4.2	3.9	4.7	5.7	7.1	7.1	6.6	7.2	
<b>1</b>																	
						Land of the Lost (SUS.)	Yogi's Space Race I	Yogi's Space Race II	Yogi's Space Race III (OP)	Godzilla Power Hour I	Godzilla Power Hour II (OP)	Fantastic Four					

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,500 4.7		4,250 5.7		7,000 9.4		7,600 10.2		6,710 9.0		6,930 9.3		
AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7		3,350 4.5		5,960 8.0		6,480 8.7		5,660 7.6		5,960 8.0		
SHARE OF AUDIENCE %					31		26		36		35		29		31		
AVG. AUD. BY ¼ HR. %					3.5	3.9	4.0	4.9	7.4	8.6	9.0	8.4	7.4	7.9	8.1	7.9	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,280 4.4		5,360 7.2		5,660 7.6		7,600 10.2		8,120 10.9		7,750 10.4		
AVERAGE AUDIENCE (Households (000) & %)					2,460 3.3		4,400 5.9		5,220 7.0		6,480 8.7		6,930 9.3		7,000 9.4		
SHARE OF AUDIENCE %					26		33		31		35		36		36		
AVG. AUD. BY ¼ HR. %					2.7	3.9	5.4	6.3	6.6	7.3	8.8	8.7	9.3	9.4	9.2	9.6	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					2,830 3.8		3,350 4.5		3,950 5.3		4,100 5.5		5,360 7.2		4,100 5.5		
AVERAGE AUDIENCE (Households (000) & %)					2,160 2.9		2,680 3.6		3,050 4.1		3,350 4.5		4,470 6.0		3,430 4.6		
SHARE OF AUDIENCE %					25		22		19		18		23		18		
AVG. AUD. BY ¼ HR. %					2.5	3.2	3.3	3.8	4.2	4.0	3.9	5.2	6.4	5.5	4.6	4.7	
<b>2</b>																	
						Land of the Lost (SUS.)	Yogi's Space Race I	Yogi's Space Race II	Yogi's Space Race III (OP)	Godzilla Power Hour I	Godzilla Power Hour II (OP)	Fantastic Four					

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

3.2	4.3	6.2	9.0	9.5	11.7	14.5	17.0	18.7	20.8	22.3	24.0	24.5	25.0	24.3	23.4
4.4	5.4	6.6	8.7	11.7	14.1	16.5	19.5	21.5	23.3	24.8	25.4	26.0	26.3	26.2	26.3

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,710 9.0		4,770 6.4		5,440 7.3		7,820 10.5										
AVERAGE AUDIENCE (Households (000) & %)	5,140 6.9		3,650 4.9		4,540 6.1		5,070 6.8										
SHARE OF AUDIENCE %	30		25		26		26		6.6*								
AVG. AUD. BY 1/4 HR. %	6.8	6.9	4.7	5.0	6.2	6.1	6.6	6.5	6.9	7.1							
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,000 9.4		6,630 8.9		17,880 24.0												
AVERAGE AUDIENCE (Households (000) & %)	5,590 7.5		5,590 7.5		3,650 4.9	4.5*		4.4*									
SHARE OF AUDIENCE %	32		32		16	18*		17*									
AVG. AUD. BY 1/4 HR. %	7.6	7.4	7.3	7.7	4.9	4.1	4.2	4.5	4.9	4.5	4.9	5.1	5.0*	4.8	4.6*	4.6*	4.6*
<b>K</b>																	
<b>1</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,770 6.4		4,540 6.1		5,070 6.8		4,920 6.6						4,840 6.5	12,890 17.3			
AVERAGE AUDIENCE (Households (000) & %)	3,800 5.1		3,950 5.3		3,950 5.3		4,250 5.7						4,620 6.2	6,410 8.6			8.2*
SHARE OF AUDIENCE %	22		23		22		22						25	29			30*
AVG. AUD. BY 1/4 HR. %	5.2	5.1	5.4	5.2	4.9	5.6	5.5	5.9					6.2	6.9	8.0	8.4	
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,300 9.8		5,510 7.4		5,960 8.0		6,410 8.6					4,920 6.6				14,680 19.7	
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0		4,320 5.8		4,920 6.6		3,800 5.1					4,620 6.2				6,710 9.0	
SHARE OF AUDIENCE %	32		27		27		21					21*				30	
AVG. AUD. BY 1/4 HR. %	8.2	7.8	5.7	5.8	6.4	6.8	5.1	5.2	5.1	5.0	6.2	6.0			8.7	8.8*	9.2*
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	9,390 12.6		8,570 11.5		6,480 8.7		5,960 8.0		4,770 6.4		3,650 4.9						
AVERAGE AUDIENCE (Households (000) & %)	7,820 10.5		7,520 10.1		5,290 7.1		4,920 6.6		3,800 5.1		2,910 3.9						
SHARE OF AUDIENCE %	41		40		29		27		22		16						
AVG. AUD. BY 1/4 HR. %	10.6	10.5	10.4	9.8	7.3	7.0	6.4	6.8	5.1	5.1	4.2	3.7					
<b>K</b>																	
<b>2</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	3,200 4.3		3,500 4.7		3,800 5.1		4,470 6.0									10,950 14.7	
AVERAGE AUDIENCE (Households (000) & %)	2,460 3.3		2,830 3.8		3,130 4.2		3,500 4.7									4,920 6.6	
SHARE OF AUDIENCE %	13		16		17		19									22	
AVG. AUD. BY 1/4 HR. %	3.3	3.2	3.6	4.1	4.3	4.2	4.4	5.0							3.7	4.1	5.3*
<b>TV HOUSEHOLDS USING TV WK 1</b>	23.0	23.1	23.0	23.4	24.4	25.1	26.4	26.6	26.1	26.4	26.2	26.6	26.3	27.5	28.9	29.6	
<b>(See Def. 1) WK 2</b>	25.9	25.3	25.3	25.2	24.7	24.8	24.0	24.4	23.2	23.4	24.0	24.8	25.6	26.4	26.3	27.1	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-27 □ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.  
(1) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:15PM).

(2) "NCAA FOOTBALL PRE GAME", ABC, (1:30-1:46PM).

(3) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:14PM), FOR RATINGS, SEE OP PAGES.

DAY SAT. SEP. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E K 2	<b>CBS TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E K 3	<b>NBC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E K 4	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E K 5	<b>CBS TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E K 6	<b>NBC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
<b>TV HOUSEHOLDS USING TV WK</b>			30.4	31.2	30.7	31.9	30.8	32.4	33.1	32.9	32.7	33.4	33.6	34.7	37.1	37.4	37.6	38.2	
<b>(See Def. 1)</b>			28.7	29.5	30.8	32.8	33.7	34.6	34.3	34.8	32.9	32.4	33.2	34.9	36.3	38.8	38.6	39.1	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W	TOTAL AUDIENCE (Households (000) & %)																2,910 3.9			
	ABC TV																Kids Are People Too I (SUS.)	Kids Are People Too II (B)		
	AVERAGE AUDIENCE (Households (000) & %)																2,160 2.9	14		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																2.7	3.1		
E	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																What's New, Mister Magoo? (1)	Clue Club (1)	Behold Wondrous Things (SUS.)	Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
K	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
W	TOTAL AUDIENCE (Households (000) & %)																3,500 4.7			
	ABC TV																Kids Are People Too I (SUS.)	Kids Are People Too II		
	AVERAGE AUDIENCE (Households (000) & %)																2,530 3.4	17		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																3.3	3.6		
E	TOTAL AUDIENCE (Households (000) & %)																1,340 1.8	2,010 2.7		
	CBS TV																What's New, Mister Magoo? (OP)	Clue Club (OP)	Behold Wondrous Things (SUS.)	Look Up And Live (SUS.)
	AVERAGE AUDIENCE (Households (000) & %)																1,120 1.5	1,640 2.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																11 1.2	13 2.0	2.4	
K	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV WK 1		2.7	3.3	4.4	5.1	6.3	7.6	8.7	10.3	11.9	14.1	14.7	15.5	17.0	19.2	20.8	21.6			
(See Def. 1) WK 2		2.6	2.8	3.1	3.6	4.8	6.9	9.3	11.6	13.8	15.4	17.6	19.2	20.0	20.4	20.0	20.5			

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. SEP. 10, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,280 4.4		3,350 4.5		2,240 3.0		1,420 1.9											
	ABC TV	Kids Are People Too III (B)		Animals, Animals, Animals <sup>(OP)</sup>		Issues And Answers		College Football 1978		Directions (SUS.)									
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.4		2,530 3.4		1,640 2.2		1,120 1.5											
	SHARE OF AUDIENCE %	16		15		10		6											
	AVG. AUD. BY 1/4 HR. %	3.3		3.4		3.4		2.2		2.3		1.5		1.5					
1	TOTAL AUDIENCE (Households (000) & %)			2,760 3.7				5,440 7.3		20,040 26.9									
	CBS TV	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:13PM) <sup>a</sup>									
	AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				4,100 5.5		9,910 13.3		10.8*		13.4*		14.2*		13.1*	
	SHARE OF AUDIENCE %			12				25		42		41 *		45 *		44 *		39 *	
	AVG. AUD. BY 1/4 HR. %			2.9		3.0		4.6		6.4		9.5		12.1		12.9		13.8	
2	TOTAL AUDIENCE (Households (000) & %)					2,830 3.8		2,910 3.9		12,810 17.2									
	NBC TV					Meet the Press		NFL '78-NBC		NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-4:48PM) <sup>a</sup>									
	AVERAGE AUDIENCE (Households (000) & %)					2,090 2.8		2,090 2.8		4,620 6.2		4.7*		6.0*		6.2*		6.7*	
	SHARE OF AUDIENCE %					14		11		19		18 *		20 *		19 *		20 *	
	AVG. AUD. BY 1/4 HR. %					2.9		2.7		2.4		3.2		4.5		4.9		5.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,800 5.1		2,240 3.0		2,010 2.7		3,130 4.2											
	ABC TV	Kids Are People Too III		Animals, Animals, Animals <sup>(OP)</sup>		Issues And Answers		College Football 1978		Directions (SUS.)									
	AVERAGE AUDIENCE (Households (000) & %)	2,910 3.9		1,940 2.6		1,420 1.9		2,530 3.4											
	SHARE OF AUDIENCE %	18		12		8		13											
	AVG. AUD. BY 1/4 HR. %	3.9		3.9		2.7		2.4		2.0		1.8		3.2		3.5			
2	TOTAL AUDIENCE (Households (000) & %)			3,200 4.3				6,260 8.4		18,770 25.2									
	CBS TV	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:27PM) <sup>a</sup>									
	AVERAGE AUDIENCE (Households (000) & %)			2,530 3.4				4,540 6.1		9,390 12.6		9.6*		12.1*		12.3*		13.2*	
	SHARE OF AUDIENCE %			15				26		38		35 *		40 *		36 *		38 *	
	AVG. AUD. BY 1/4 HR. %			3.3		3.4		5.7		6.6		8.6		10.6		11.9		12.2	
2	TOTAL AUDIENCE (Households (000) & %)					2,380 3.2		4,540 6.1		17,280 23.2									
	NBC TV					Meet the Press		NFL '78-NBC		NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-7:05PM) <sup>a</sup>									
	AVERAGE AUDIENCE (Households (000) & %)					2,090 2.8		3,430 4.6		8,200 11.0		10.1*		11.4*		11.3*		10.1*	
	SHARE OF AUDIENCE %					14		20		33		36 *		37 *		33 *		29 *	
	AVG. AUD. BY 1/4 HR. %					2.8		2.7		4.3		5.0		9.1		11.1		11.2	
TV HOUSEHOLDS USING TV WK 1		21.3	21.8	22.0	23.2	22.8	23.2	23.7	25.1	26.4	27.9	29.5	30.5	31.2	33.0	34.0	34.5		
(See Def. 1) WK 2		21.1	21.5	22.2	22.1	22.2	23.4	24.8	26.5	28.4	30.6	31.8	33.0	34.3	35.9	36.0	36.2		

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)		%	SHARE %
EVENING MONDAY																
ABC	9.00-11.55PM	NFL MONDAY NIGHT FOOTBALL		11.00	FOR RTGS SEE PAGE	A-2			20.3	FOR RTGS SEE PAGE	A-3					22.7
	9.00-11.54PM			11.15				19.2*	38*	18.2			22.0*	42*	21.3	
				11.30						16.5					21.3	
				11.45				15.6*	39*	14.2			21.3*	49*	21.2	
CBS	11.30-11.53PM	U.S. OPEN TEN. HILITE-MON(S)		11.30	4,690	6.3	3,950	5.3	16	5.6						
				11.45						4.9						
EVENING TUESDAY																
ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK		11.30	9,540	12.8	6,110	8.2	33	9.9	7,300	9.8	4,690	6.3	25	7.4
				11.45				9.2*	30*	8.5				7.1*	24*	6.9
				12.00						7.8						6.2
				12.15				7.7*	35*	7.5				5.9*	25*	5.6
				12.30						7.1						5.2
ABC	12.41- 1.48AM	TUESDAY MOVIE-WEEK PART 2		12.30	5,810	7.8	4,470	6.0	42	7.0	4,470	6.0	3,430	4.6	33	5.5
	12.41- 1.46AM			12.45						6.6						5.3
				1.00						6.1						4.8
				1.15				6.0*	43*	5.8				4.6*	34*	4.5
				1.30						5.4						3.8
				1.45						4.9						3.5
CBS	11.30-11.45PM	U.S. OPEN TEN. HILITE-TUE(S)		11.30	4,170	5.6	3,950	5.3	16	5.3						
CBS	11.45-12.15AM	CBS NEWS SPECIAL REPORT(S)		11.45	3,130	4.2	2,530	3.4	13	3.7						
				12.00						3.0						
EVENING WEDNESDAY																
ABC	11.30-12.37AM	POLICE WOMAN		11.30	8,340	11.2	5,810	7.8	31	9.2	7,900	10.6	5,660	7.6	30	9.0
	11.30-12.36AM			11.45				9.0*	31*	8.7				8.5*	29*	8.1
				12.00						7.4						7.3
				12.15				7.1*	32*	6.7				7.0*	30*	6.8
				12.30						5.7						6.0
ABC	12.37- 1.25AM	SWAT-WED		12.30	3,650	4.9	2,980	4.0	29	4.3	3,950	5.3	3,130	4.2	29	4.6
	12.36- 1.23AM			12.45				4.2*	27*	4.1				4.4*	27*	4.3
				1.00						3.8						4.0
				1.15				3.8*	32*	3.9				4.0*	31*	4.0
CBS	11.30-11.45PM	U.S. OPEN TEN. HILITE-WED(S)		11.30	4,690	6.3	4,320	5.8	18	5.8						
EVENING THURSDAY																
ABC	11.30-12.36AM	STARKY AND HUTCH 11:30		11.30	8,120	10.9	5,660	7.6	30	9.2	8,420	11.3	5,810	7.8	30	9.2
	11.30-12.37AM			11.45				8.6*	28*	7.9				8.6*	28*	8.0
				12.00						7.3						7.6
				12.15				7.1*	32*	6.9				7.4*	31*	7.3
				12.30						5.5						6.3
ABC	12.36- 1.23AM	SWAT-THUR		12.30	3,800	5.1	3,050	4.1	30	4.7	3,870	5.2	3,130	4.2	28	4.7
	12.37- 1.19AM			12.45				4.3*	28*	4.1				4.5*	26*	4.4
				1.00						3.9						3.9
				1.15				3.8*	31*	3.7						3.8



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1							WEEK 2						
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	%	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	%
		HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE		
		(000)		(000)		%			(000)		(000)		%		
EVENING THURSDAY CONT'D															
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-THU(S)	11.30	4,920	6.6	4,770	6.4	19	6.4								
EVENING FRIDAY															
ABC 8.00-11.41PM WBA WORLD HVYWT.CHMPNSHIP(S)	11.00								FOR RTGS SEE PAGE A-11					50.9	
	11.15										51.4*	79*		51.9	
	11.30													43.9	
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	7,900	10.6	5,510	7.4	24	8.4								
12.42- 1.46AM	11.45				8.0*	23*	7.6								
	12.00						7.2								
	12.15				7.0*	25*	6.8		6,030	8.1	3,950	5.3	30	6.3	
	12.30						6.1							6.1	
	12.45													5.3	
	1.00													5.1	
	1.15											5.2*	31*	5.1	
	1.30													4.6	
	1.45													4.4	
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-FRI(S)	11.30	6,260	8.4	6,030	8.1	22	8.1								
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	4,400	5.9	2,380	3.2	25	4.2		3,650	4.9	1,860	2.5	18	3.2	

## EVENING SATURDAY

	1.15				4.0*	23*	3.9					3.1*	19*	3.1	
	1.30						3.5							2.9	
	1.45				3.5*	27*	3.4					2.7*	19*	2.4	
	2.00						2.4							1.7	
	2.15				2.2*	24*	2.0					1.6*	14*	1.5	
EVENING SATURDAY															
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	11,400	15.3	11,400	15.3	28	15.3		16,320	21.9	16,320	21.9	38	21.9	
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	2,680	3.6	2,530	3.4	6	3.4		5,740	7.7	5,360	7.2	15	7.2	
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	9,310	12.5	9,310	12.5	25	12.5		7,670	10.3	7,670	10.3	19	10.3	
CBS 9.00-11.24PM CBS SATURDAY NIGHT MOVIE	11.00						19.0								
	11.15				18.5*	35*	17.5								
NBC 9.08- 9.09PM NBC NEWS UPDATE-SAT.	8.45								9,160	12.3	9,160	12.3	22	12.3	
8.58- 8.59PM	9.00	11,990	16.1	11,990	16.1	31	16.1								
NBC 10.00-12.00MD MISS AMERICA PAGEANT(S)	11.00						25.9								
	11.15				25.9*	50*	26.0								
	11.30						28.5								
	11.45				28.1*	63*	27.7								
NBC 12.30- 1.51AM SATURDAY NIGHT	11.30								12,810	17.2	7,970	10.7	35	12.4	
11.30-12.56AM	11.45											12.0*	34*	11.6	
	12.00													11.0	
	12.15											10.5*	35*	10.1	
	12.30	8,420	11.3	5,140	6.9	35	8.3							9.8	
	12.45				7.8*	33*	7.4					9.5*	37*	9.1	
	1.00						7.0								
	1.15				6.7*	35*	6.5								

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1				WEEK 2					
DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY CONT'D													
NBC 12.30- 1.51AM SATURDAY NIGHT-CONT'D	1.30 1.45						5.9 5.2						
EVENING SUNDAY													
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.	7.45	11,180	15.0	11,180	15.0	27	15.0	10,730	14.4	10,730	14.4	25	14.4
ABC 11.01-11.05PM ABC SPECIAL REPORT(S)	11.00							20,860	28.0	20,040	26.9	43	26.9
CBS 7.27- 8.27PM 60 MINUTES	8.15							FOR RTGS SEE PAGE A-15			18.5*	29*	18.1
CBS 8.28- 8.29PM NEWSBREAK-SUN. 8.24- 8.25PM	8.15	7,230	9.7	7,230	9.7	17	9.7	13,190	17.7	13,190	17.7	27	17.7
CBS 8.27-12.34AM EMMY AWARDS(S)	12.30							FOR RTGS SEE PAGE A-15					8.1
CBS 12.34-12.49AM CBS SUNDAY NEWS-BRADLEY	12.45							FOR RTGS SEE PAGE A-17					2.5
NBC 9.04- 9.05PM NBC NEWS UPDATE-SUN. 8.58- 8.59PM	8.45 9.00	14,970	20.1	14,970	20.1	31	20.1	8,790	11.8	8,790	11.8	18	11.8
NBC 11.30- 1.34AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16				1.2*	8*	1.2	FOR RTGS SEE PAGE A-17		2.4*	15*	2.4
12.06- 2.10AM	1.00						1.0						2.3

	1.15					.9*	8*	.8					2.3*	20*	2.2
	1.30							.6							2.2
	1.45												2.2*	25*	2.1
	2.00														1.7
EVENING MONDAY-FRIDAY															
ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F	8.45	16,610	22.3	16,610	22.3	39	21.1		18,100	24.3	18,100	24.3	39	23.0	
9.58- 9.59PM	9.45						26.9							25.8	
CBS 8.58- 8.59PM NEWSBREAK-M-F	8.45	9,240	12.4	8,570	11.5	20	11.2		8,570	11.5	8,790	11.8	19	12.2	
	9.00													8.4	
	9.15						15.8								
CBS 11.53- 1.29AM LATE MOVIE I	1.45	FOR RTGS SEE PAGE A-16				2.5*	23*	2.5							
CBS 1.58- 2.58AM LATE MOVIE II	12.00								3,200	4.3	2,830	3.8	23	4.9	
1.13- 2.13AM	12.15	3,350	4.5	2,610	3.5	29	4.2					4.5*	19*	4.3	
	12.30						3.8							4.1	
	12.45						3.8*	25*					3.7*	21*	3.7
	1.00						3.8							3.5	
	1.15						3.7						3.6*	26*	3.5
	1.30						3.9								
	1.45						2.8								
	2.00						3.5								
	2.15						2.4								
						2.6*	37*								
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	8.45	9,090	12.2	9,090	12.2	21	11.6		9,390	12.6	9,390	12.6	20	15.1	
	9.00						13.9							13.0	
	9.15						12.1							7.0	

DAY MONDAY-FRIDAY



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/SC/TV AUDIENCE ESTIMATES																			
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER	HOUR	WEEK 1							WEEK 2						
						TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE	%
DAY MONDAY-FRIDAY CONT'D																			
	ABC	11.00-11.30AM	HAPPY DAYS M-F(B)	MON.	11.00	4,620	6.2	3,730	5.0	19	4.5								
					11.15						5.5								
	ABC	12.30- 1.00PM	RYAN'S HOPE(B)	MON.	12.30	4,170	5.6	3,430	4.6	16	4.7								
					12.45						4.6								
	ABC	1.27- 1.41PM	ABC SPECIAL REPORT:SADAT(S)	TUE.	1.15	6,110	8.2	6,030	8.1	33	9.1								
					1.30						7.8								
	ABC	2.00- 3.00PM	ONE LIFE TO LIVE(B)	MON.	2.00	5,660	7.6	3,870	5.2	16	5.6								
					2.15				5.4*	17*	5.2								
					2.30						4.9								
					2.45				5.0*	16*	5.1								
	ABC	3.48- 4.05PM	ABC SPECIAL REPORT:BEGIN(S)	TUE.	3.45	6,410	8.6	6,180	8.3	28	8.1								
					4.00						8.6								
	CBS	10.30-11.30AM	MAGAZINE(S)	THU.	10.30	5,360	7.2	3,280	4.4	25	4.2								
					10.45				4.4*	26*	4.5								
					11.00						4.3								
					11.15				4.4*	25*	4.5								
	CBS	11.55-11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,170	5.6	3,800	5.1	22	5.1	4,100	5.5	3,800	5.1	25	5.1		
	CBS	12.00-12.30PM	YOUNG AND THE RESTLESS(B)	MON.	12.00	5,220	7.0	4,470	6.0	21	5.7								
					12.15						6.3								

CBS 1.00- 5.45PM U.S. OPEN TENNIS-MON.(S)	MON.	1.00	10,130	13.6	2,460	3.3	10	3.4							
		1.15				3.3*	11*	3.3							
		1.30						3.6							
		1.45				3.8*	12*	3.9							
		2.00						3.8							
		2.15				3.6*	11*	3.4							
		2.30						3.6							
		2.45				3.4*	11*	3.3							
		3.00						3.5							
		3.15				3.4*	11*	3.4							
		3.30						3.3							
		3.45				3.1*	10*	3.0							
		4.00						3.2							
		4.15				3.3*	11*	3.4							
		4.30						3.1							
		4.45				3.0*	9*	2.9							
		5.00						2.7							
		5.15				2.8*	8*	2.9							
		5.30						3.3							
CBS 1.30- 1.42PM CBS NEWS SPECIAL REPORT(S)	TUE.	1.30	4,400	5.9	4,400	5.9	24	5.9							
CBS 3.52- 4.03PM CBS NEWS SPECIAL REPORT(S)	TUE.	3.45	5,660	7.6	5,590	7.5	26	7.5							
		4.00						7.2							
CBS 5.45- 6.00PM HAMBLETONIAN STAKES(S)	MON.	5.45	2,980	4.0	2,830	3.8	10	3.8							
DAY SATURDAY															
ABC 8.26- 8.29AM SCHOOLHOUSE ROCK-8.26AM		8.15	3,580	4.8	3,280	4.4	40	4.4	3,280	4.4	2,910	3.9	29	3.9	
ABC 8.56- 8.59AM SCHOOLHOUSE ROCK-8.56AM		8.45	4,250	5.7	4,100	5.5	35	5.5	4,840	6.5	4,470	6.0	32	6.0	
ABC 9.56- 9.59AM SCHOOLHOUSE ROCK-9.56AM		9.45	5,440	7.3	5,140	6.9	30	6.9	5,960	8.0	5,660	7.6	30	7.6	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	SHARE %			
DAY SATURDAY CONT'D																
ABC	11.26-11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	5,140	6.9	4,920	6.6	28	6.6	5,510	7.4	5,220	7.0	28	7.0	
ABC	11.56-11.59AM	SCHOOLHOUSE ROCK-11.56AM	11.45	4,100	5.5	3,730	5.0	26	5.0	4,470	6.0	4,170	5.6	26	5.6	
ABC	2.02- 4.51PM	NCAA FOOTBALL GAME	4.45							FOR RTGS SEE PAGE A-27			9.2*	27*	8.9	
ABC	6.00- 8.53PM	NCAA FOOTBALL GAME(S)	8.45	FOR RTGS SEE PAGE A-28			9.8*	20*	8.8							
CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM	8.15	3,050	4.1	2,760	3.7	32	3.7	3,500	4.7	3,350	4.5	32	4.5	
CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM	8.45	4,470	6.0	3,950	5.3	31	5.3	5,360	7.2	4,540	6.1	31	6.1	
CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	4,990	6.7	4,690	6.3	30	6.3	5,810	7.8	5,440	7.3	31	7.3	
CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	6,710	9.0	6,560	8.8	37	8.8	7,080	9.5	6,710	9.0	35	9.0	
CBS	10.26-10.29AM	IN THE NEWS-10.26AM	10.15	7,750	10.4	6,930	9.3	37	9.3	7,380	9.9	6,930	9.3	35	9.3	
CBS	11.26-11.29AM	IN THE NEWS-11.26AM	11.15	5,960	8.0	5,740	7.7	33	7.7	8,420	11.3	8,200	11.0	43	11.0	
CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	6,330	8.5	5,810	7.8	33	7.8	7,670	10.3	7,080	9.5	38	9.5	
CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15							5,070	6.8	4,690	6.3	25	6.3	
CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45							5,140	6.9	4,920	6.6	27	6.6	
CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15							3,870	5.2	3,500	4.7	20	4.7	
NBC	9.27- 9.29AM	METRIC MARVELS- 9:27AM	9.15	3,200	4.3	3,200	4.3	22	4.3	2,980	4.0	2,980	4.0	18	4.0	

NBC	10.27-10.29AM		METRIC MARVELS-10:27AM	10.15	5,360	7.2	5,140	6.9	29	6.9	3,800	5.1	3,580	4.8	18	4.8
NBC	11.57-11.59AM		METRIC MARVELS-11:57AM	11.45	3,950	5.3	3,800	5.1	22	5.1	3,280	4.4	3,200	4.3	18	4.3
NBC	2.00- 2.14PM		NBC MAJOR LEAGUE PRE GAME	2.00							2,910	3.9	2,980	4.0	16	4.0

## DAY SUNDAY

ABC	11.55-11.59AM		SCHOOLHOUSE ROCK-11.55AM	11.45	3,200	4.3	2,760	3.7	16	3.7	1,940	2.6	1,640	2.2	10	2.2
CBS	9.26- 9.29AM		IN THE NEWS- 9.26AM-SUN.	9.15	600	.8	520	.7	5	.7	1,420	1.9	1,340	1.8	13	1.8
CBS	9.56- 9.59AM		IN THE NEWS- 9.56AM-SUN.	9.45	970	1.3	820	1.1	8	1.1	1,710	2.3	1,710	2.3	13	2.3
CBS	1.00- 3.42PM		CBS NFL FOOTBALL GAME 1	3.30							FOR RTGS SEE PAGE A-33					15.0
CBS	5.13- 7.27PM		CBS NFL FOOTBALL GAME 2	7.15							FOR RTGS SEE PAGE A-35		18.2*	36*		18.1
NBC	1.00- 4.20PM		NFL FOOTBALL GAME 1-NBC	3.45							FOR RTGS SEE PAGE A-33					10.8
	1.00- 3.48PM			4.15	FOR RTGS SEE PAGE A-32			7.3*	20*	8.0						



September 29, 1978

September 29, 1978

# INSTALLATION OF POPE JOHN PAUL I

On Sunday, September 3, 1978, Pope John Paul I was installed as the successor to Pope Paul VI. The Vatican ceremonies were brought to the American people by the combined facilities of the three national television networks at 12:00NN-2:20PM NY Time. NTI estimates of the audience reached are as follows:

	<u>HOUSEHOLDS</u>	
	<u>Percent</u>	<u>Millions</u>
Total Duration		
Total Audience	26.6	19.4
Average Audience	13.1	9.5
By Half-Hour (Avg. Aud.)		
12:00NN-12:30PM	9.7	7.1
12:30-1:00PM	12.3	9.0
1:00-1:30PM	13.9	10.1
1:30-2:00PM	14.5	10.6
2:00-2:20PM	15.9	11.6

# THE PRESIDENT'S SEPTEMBER 17 PRESS CONFERENCE

President Jimmy Carter held a nationally televised press conference on Sunday, September 17, 1978, at 10:30-11:03PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>HOUSEHOLDS</u>	
	<u>Percent</u>	<u>Millions</u>
Total Audience	62.9	46.9
Average Audience	58.5	43.6